

## STATE OF SOUTH DAKOTA CLASS SPECIFICATION

**Class Title:** Assistant Admissions Officer

**Class Code:** 30120

**Pay Grade:** GH

---

### **A. Purpose:**

Meets with and advises prospective and new students to recruit, inform, and assist them with decisions regarding academic offerings, career planning, organizations, activities, athletics, and other higher education opportunities.

### **B. Distinguishing Feature:**

The Assistant Admissions Officer discusses college opportunities and requirements with prospective students, parents, and high school personnel throughout the region and assists new students with unusual admissions, registration, and orientation procedures to assist the admissions director.

### **C. Functions:**

*(These are examples only; any one position may not include all of the listed examples nor do the listed examples include all functions which may be found in positions of this class.)*

1. Contacts and conducts recruitment activities at high schools to provide information, answers questions, and promotes the higher education institution.
2. Consults with parents and students to discuss higher education opportunities and programs, explain requirements, and screen prospective students for appropriate recommendations to the institution.
3. Attends career fairs, college days, and other recruitment activities or events to provide information about and promote the institution.
4. Prepares informational mailings, distributes brochures and pamphlets, and organizes and oversees on-campus events to recruit prospective students to the institution.
5. Provides information and answers questions to assist foreign and other new students with unusual admission, registration, and orientation situations.
6. Compiles records of students contacted and prepares admissions related reports to ensure recruitment methods are effective.
7. Performs other work as assigned.

### **D. Reporting Relationships:**

Typically this incumbent does not supervise, but may advise a university organization or activity.

### **E. Challenges and Problems:**

Challenges include positively and effectively representing and promoting the institution. This is difficult because the incumbent must maintain a vast knowledge of information to address the questions and concerns of prospective students, parents, and high school personnel. Also

challenging is being innovative and creative in producing materials to inform the public about institutions of higher education.

Problems include contacting a large number of schools, students, and parents; providing useful and accurate information regarding the institution; determining appropriate referrals; and avoiding scheduling conflicts.

**F. Decision-making Authority:**

Decisions include determining which students are appropriate referrals for the institution; what information and materials are provided to high schools, students, and parents through mailings; and which personal contacts, career fairs, and schedule will accommodate the most schools and fairs within given time restrictions.

Decisions referred include assigning area schools to be contacted; determining events to be held; making the final determination on borderline residency or admission situations; and dealing with personnel, policy, and procedural decisions.

**G. Contact with Others:**

Daily contact with prospective students to provide information, answer questions, and recruit; enrolled students to coordinate recruitment efforts and provide assistance with admissions procedures; and faculty and staff to coordinate recruitment and administrative functions. Weekly contact with parents to discuss recruitment related issues.

**H. Working Conditions:**

This position is located in a typical office environment, but is required to travel extensively.

**I. Knowledge, Skills and Abilities:**

Knowledge of:

- institutional admissions policies and procedures;
- promotional and recruitment theories and practices;
- marketing techniques;
- the institution's programs, policies, and procedures.

Ability to:

- conduct public relations activities;
- develop and maintain effective working relationships;
- effectively represent and promote the institution;
- communicate information clearly and concisely.